

ORDER



Orders
Order / Rev: 726484
Alt Order #: 06402114
Product Desc: BALDWIN/ADD
Estimate:
Flight Dates: 11/02/12 - 11/06/12
Original Date / Rev: 11/01/12 / 11/01/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Shorr, Johnson, Magnus/POL
Buying Contact:
Billing Contact:
 1831 Chestnut St. #602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Baldwin, T/ D/ Senator-WI
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	27	\$39,725.00	\$33,766.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	27	\$39,725.00	\$33,766.25	0.00
Totals	27	\$39,725.00	\$33,766.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	11/02/12	11/02/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	----F--	:30	3	\$350.00	P-4	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		3				\$350.00		0.00			
E 2	KARE	11/05/12	11/06/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	M-----	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		2X MAX/DAY: M													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$350.00		0.00			
E 4	KARE	11/05/12	11/06/12	Today Show Today Show	CM	7-9a	MT-----	:30	3	\$1,000.00	P-4	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		3				\$1,000.00		0.00			
E 6	KARE	11/05/12	11/06/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MT-----	:30	3	\$1,000.00	P-4	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		3				\$1,000.00		0.00			
E 8	KARE	11/05/12	11/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$250.00		0.00			
E 16	KARE	11/05/12	11/05/12	Mon Prime THE VOICE	CM	658-9P	M-----	:30	1	\$10,800.00	P-4	0.00	NM	1	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 726484
 Alt Order #: 06402114
 Flight Dates: 11/02/12 - 11/06/12

Advertiser: Baldwin, T/ D/ Senator-WI
 Product Desc: BALDWIN/ADD
 Estimate:

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	KARE	11/05/12	11/05/12	Mon Prime THE VOICE	CM	658-9P	M- - - - -	:30	1	\$10,800.00	P-4	0.00	NM	1	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M- - - - -		1				\$10,800.00		0.00			
E 17	KARE	11/03/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	- - - - - S-	:30	2	\$350.00	P-4	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S-		2				\$350.00		0.00			
E 18	KARE	11/03/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	- - - - - S-	:30	3	\$675.00	P-4	0.00	NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S-		3				\$675.00		0.00			
E 19	KARE	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8-9a	- - - - - S	:30	1	\$400.00	P-4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S		1				\$400.00		0.00			
E 20	KARE	11/04/12	11/04/12	Chris Matthews Morn Chris Matthews Sa/Su 430a-12p (11:30 AM-12:00 PM)	CM	1130A-12P	- - - - - S	:30	2	\$825.00	P-4	0.00	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S		2				\$825.00		0.00			
E 21	KARE	11/04/12	11/04/12	Meet the Press Meet the Press	CM	9-10a	- - - - - S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S		1				\$5,000.00		0.00			
N22	KARE	11/03/12	11/03/12	Breeders' Cup World Thoroughbred Breeders' Cup World Thoroughbred (6:58 PM-8:00 PM)	CM	Breeders' Cup	- - - - - S-	:30	3	\$1,500.00	P-4	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S-		3				\$1,500.00		0.00			
N23	KARE	11/04/12	11/04/12	Meet the Press Meet the Press	CM	9-10a	- - - - - S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S		1				\$5,000.00		0.00			
N24	KARE	11/05/12	11/05/12	Today Show Today Show	CM	7-9a	M- - - - -	:30	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M- - - - -		2				\$1,000.00		0.00			
Totals													27	\$39,725.00	